

# —asian pears

**DEMAND FOR ASIAN PEARS REMAINED STEADY** from last year, with eight percent of shoppers saying they made a purchase in the past 12 months. The fruit was the least popular item in the Fresh Trends 2018 survey.

As the name implies, this crunchy fruit is a star with Asian consumers; one-quarter of shoppers of that ethnicity said they bought the pears in the past year. (They're more than three times as likely to grab the fruit as the average consumer.)

The likelihood of a purchase increased according to income. Shoppers in the top income bracket were among the most likely to buy Asian pears, along with Western shoppers, after Asian consumers.

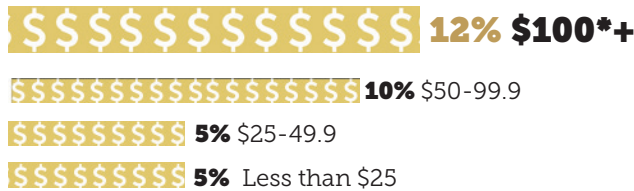
Consumers age 40-49 comprised the age group most likely to make a purchase, as was the case last year.

Of the small part of the population who bought Asian pears, 46% said they selected organic product at least some of the time; 49% said so last year. More shoppers leaned toward exclusive organic purchases, with nearly one-quarter of buyers (24%) saying they always bought organic Asian pears, according to Fresh Trends 2018. <sup>FT</sup>



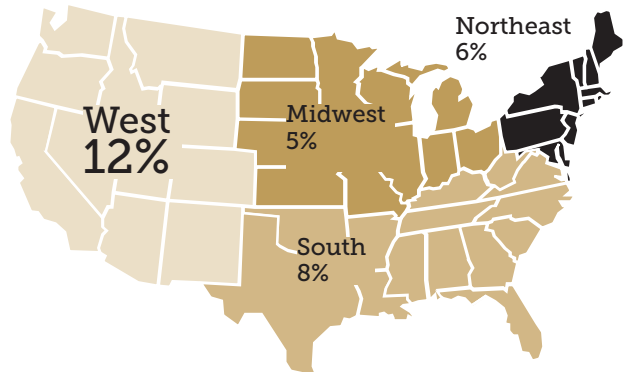
**8% of customers purchased Asian pears within the past 12 months.**

## Likelihood of purchase based on household income

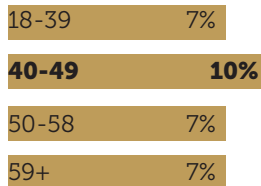


\*Figures in thousands; Annual household income

## Likelihood of purchase based on region



## Likelihood of purchase based on age\*



\*Considering primary household buyers

## Likelihood of purchase based on ethnicity

Asian	25%
Hispanic	9%
White/Caucasian	6%
Black/African American	5%
Other	9%

## Types of produce purchased (among those who bought this item)

